



October 15 & 16, 2025
Orange County Convention Center
Orlando, FL

Contract for Sponsorship Package

Payment must accompany completed contract

Complete and return to:
Companies A – D, V & Numeric
Merry Casperson
National Sales Manager
Phone: 414.368.6903
merry.casperson@tradeexpress.com

Companies E - M
Laurie Vega
Facilities Group
Publisher
Phone: 414.368.6885
laurie.vega@tradeexpress.com

Companies N – U & W - Z
Ashley Clark
Event Sales Director
Phone: 414.368.6853
ashley.clark@tradeexpress.com

Invoice & Event Communication Contact

Company: _____
Parent Company/Division: _____
Billing Address: _____
Billing Address 2: _____
City: _____ State: _____ Zip: _____ Country: _____
Contact*: _____
Title: _____
Phone: _____ Cell: _____
Email: _____ Website: _____

*This is the person who will receive your invoice, service manual, and other event-related correspondence.

Location preferences:

Exhibit Space Numbers: 1. _____ 2. _____ 3. _____
Dimensions of exhibit space: _____ x _____

Direct Competitors:

1. _____ 2. _____
3. _____

Indicate companies you prefer not to have next to your space location. It is the Exhibitor's responsibility to monitor the online floor plan in the event a competitor selects a location next or near to them.

Information for Event Website:

This text will be published in the exhibitor listing posted on the website. Please limit to 15-25 word description.

Company Name: _____
Products or Services: _____

LinkedIn: _____

Payment Terms:

- Fifty percent (50%) of the total participation cost must accompany completed contract. Final payment will be due 90 days before the event.
- Beginning July 15, 2025, full payment must accompany completed contract.
- Event Management may, at its discretion, release the exhibit space(s) if deposit(s) are not made per the stated schedule.
- Exhibit space must be paid in full and Event Management must receive a completed contract before the exhibitor is permitted to install their display.

Cancellation Policy:

An exhibitor who cancels their exhibit space reservation and/or sponsorship and marketing opportunities must pay a cancellation fee, as explained below.

- All monies due at the time of cancellation or reduction of space, including unpaid balances, are the responsibility of the exhibitor. The unpaid balance, if any, must be accompanied by the written request to cancel or reduce exhibit space.
- Cancellations will result in the forfeit of all exhibitor badges.
- Cancellation of contracted sponsorships, and marketing opportunities will result in a cancellation fee of 100% of the monies due.

➔ **Authorized Signature:** _____ Date: _____

By signing I acknowledge that I have received the rules and regulations contained on the reverse of this contract. The signed contract shall become a binding contract in accordance with the terms of the agreement and all rules and regulations.

Event Management Signature: _____ Date: _____

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SELECT YOUR PARTICIPATION PACKAGE

All packages include:

- Company description online
- Company listed in onsite guide and show app recognition
- Unlimited full access passes (Conference, Expo Hall, Networking) to invite customers and prospects
- Post-event registration file that includes name, company, title, and physical address

- | | |
|---|----------|
| <input type="checkbox"/> Diamond (Limit 1) | \$19,500 |
| <ul style="list-style-type: none">• 20 x 30 Booth• One 1-Hour Conference Speaking Slot• Scanned leads from Speaking Slot• Recording of presentation• Pre-event email to all registrants• Unlimited event passes for staff and guests• Company Logo online and onsite signage• Half-page ad in printed onsite guide• Show Scoop Newsletter Ad to 40,000 with Lead Gen (contact name, company, and physical address for those that click on sponsor ad) | |
| <input type="checkbox"/> Platinum (Limit 2) | \$13,500 |
| <ul style="list-style-type: none">• 20 x 20 Booth• One 1-hour conference speaking slot OR 20-minute Learning lab• Self-scanned leads from session• Recording of session• Pre-event email to all registrants• Unlimited Event Passes for staff and guests• Company Logo online and onsite signage | |
| <input type="checkbox"/> Gold (Limit 6) | \$8,200 |
| <ul style="list-style-type: none">• 10 x 20 Booth• One 20-Minute Product Zone Speaking Slot (Product Demos, Learning Lab, etc)• Scanned leads from speaking slot• Passport to Prizes• Company Logo online and onsite signage• 6 Exhibitor Badges | |
| <input type="checkbox"/> Silver (Limit 14) | \$4,700 |
| <ul style="list-style-type: none">• 10 x 10 Booth• One 20-minute Product Zone Speaking Slot (Product Demos, Learning Lab, etc)• Scanned leads from speaking slot• 4 Exhibitor Badges | |
| <input type="checkbox"/> Bronze | \$3,800 |
| <ul style="list-style-type: none">• 10 x 10 Booth• 2 Event passes for staff and guests | |
| <input type="checkbox"/> Additional 10 x 10 Exhibit Space | \$3,800 |
| <ul style="list-style-type: none">• _____ Additional 10 x 10 Booths• 2 Exhibitor Badges | |
| <input type="checkbox"/> A LA CARTE SPONSORSHIP | \$ _____ |

(see a la carte options for options)

Total Sponsorship	\$ _____
50% Deposit: (Deposit must accompany completed contract at time of sale)	\$ _____
Balance due July 15, 2025	\$ _____
Beginning July 15, 2025, full payment (100%) must accompany completed contract.	\$ _____

EXHIBITION RULES AND REGULATIONS

1. **EVENT MANAGEMENT:** The words 'Event Management' as used herein shall mean event management as previously specified in the contract, or its officer or Committees or Agents or Employees acting for it in the management of the Exhibition.
2. **ELIGIBLE EXHIBITS:** Exhibits will be limited to those companies or other entities offering materials, products or services or specific interest to registrants. Event Management reserves the right to determine the eligibility of any product floor display. Exhibiting manufacturers' representatives and/or distributors must list their participating principals as the exhibitors of record. Only the sign of the exhibitor whose name appears upon the face of this contract may be placed on the exhibit space or in the printed list of Exhibitors of the Exhibition. No exhibitors or advertising will be allowed to extend beyond the space allotted to the Exhibitor, or above the back and side rails. Event Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or Exhibitor or their representatives upon the Event Management's good faith determination that the same is not in accordance with these rules and regulations. Event Management reserves the right to relocate a exhibit space at anytime. In such event the exhibitor will have no financial remedy with Event Management.
3. **LIMITATION OF LIABILITY:** The Exhibitor agrees to indemnify and hold harmless the Event Management, its subsidiaries, the sponsor, owner, exhibition hall facility, and city in which this Exhibition is being held and their officers, agents, and employees, against all claims, losses, suits, damages, judgements, expenses, costs and charges of every kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages, or any other cause sustained by any person or others. The Event Management will not be responsible for loss or damage to displays or goods belonging to exhibitors, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. All such items are brought to the Exhibition and displayed at exhibitors own risk, and should be safeguarded at all times.

Event Management will provide the services of a reputable agency for perimeter protection during the period of installation, event and dismantling and Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of the Event Management to supervise and protect Exhibitors' property within the Exhibition. Exhibitors may furnish additional guards at their own cost and expense, only with prior approval by Event Management.

The exhibitor agrees that Event Management shall not be responsible in the event of any errors or omission in the Exhibitors' official event directory and in any promotional material.

Exhibitor agrees to indemnify Event Management against and hold it harmless for any claims and for all damages, costs and expenses, including without limitation, attorneys' fees and amounts paid in settlement incurred in connection with such claims arising out of the acts or negligence of Exhibitor, their Agents, or Employees.
4. **DEFAULT IN OCCUPANCY:** If exhibition space is not occupied by the time set for completion of installation of displays, such space may be possessed by Event Management for such purposes as it may see fit.
5. **SUB-LEASING:** Exhibitor shall not sublet their space, or any part thereof, of the exhibition of anything not specified in the contract. Exhibitor may not exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in their own name, except where such articles are required for the proper demonstration of operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate, imprint, or other identification which in standard practice appears normally on them. Exhibitor may not permit in their exhibit space non-exhibiting Companies' Representatives. Rulings of the Event Management shall in all instances be final with regard to use of any exhibit space.
6. **DAMAGE TO PROPERTY:** Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard exhibit space equipment, or to other Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard exhibit space equipment.
7. **OFFICIAL SERVICE CONTRACTOR:** To assure orderly and efficient installation, operation, and removal of the displays, and to minimize confusion by the presence or solicitation of unknown or unqualified firms, Event Management, has designated an official service contractor. In venues where permitted, Exhibitors may be free to use its own display house providing the outside contractor for set up and dismantle of the exhibit submits a request, in writing, to Event Management and includes a list of the names of all display company representatives working in the exhibit area along with the proof of liability insurance satisfactory to Event Management.8.
8. **SPECIAL SERVICES:** Electricity, gas, water, and other utilities, as well as other special services needed by individual Exhibitors, are provided only when the Exhibitor orders and agrees to pay for them specially from the persons authorized to supply such services in conformity with City, insurance and other requirements.
9. **EXHIBIT SPACE REPRESENTATIVES:** Exhibit space representatives shall be restricted to Exhibitor's Employees and their authorized Representatives. Exhibit space representatives shall wear badge identification furnished by Event Management at all times. Event Management may limit the number of exhibit space representatives at any time. All exhibit spaces must be staffed by the Exhibitor during all open event hours.
10. **ELECTRICAL SAFETY:** All wiring on displays or display fixtures must conform to the applicable standards established by various Governmental Agencies and standard fire inspection ordinances. All display wiring must exhibit the seal and/or such other seals of official approving agencies as may be required at the site of the Exhibition.
11. **SAFETY AND FIRE LAWS:** All applicable fire and safety laws and regulations must be strictly observed by the Exhibitor. Cloth decorations must be flameproof. Wiring must comply with local Fire Department and Underwriters' Rules. Smoking in exhibits is forbidden. Crowding will be restricted, aisles and fire exits must not be blocked by exhibits. No displays of paper, pine boughs, leafy decorations, trees, or tree branches are allowed. Acetone and most rayon drapes are not flameproof and may be prohibited. No storage behind exhibits is provided or permitted.
12. **DECORATION:** Event Management shall have full discretion and authority in the placing, arrangement and appearance of all items displayed by Exhibitor and may require the replacing, rearrangement or redecorating of any item or of any exhibit space, at the Exhibitors expense. Exhibitor must make certain that surfaces or dividers and back-walls are finished in such a manner as not to be unsightly or have logos or promotion facing Exhibitors in adjoining exhibit spaces. If such surfaces remain unfinished by the "must be set time" outlined in the service manual, Event Management shall authorize the official decorator to effect the necessary finishing at the Exhibitor's expense. Any displays on which set-up has not been started by the "must be set time" outlined in the exhibitor manual, Event Management reserves the right to have such displays installed at the Exhibitor's expense. Event Management will not allow any installation or moving of exhibit spaces or freight one-hour prior to the opening of the exhibit floor.
- HEIGHT & FLOOR COVERINGS:** Exhibit spaces and/or displays must be built, erected within the height limits and guidelines set forth in the exhibitor manual. Any Exhibitor whose exhibit space exceeds the height limits and/or guidelines will be required at their own expense to alter the display to conform to the limits and guidelines. All exhibit space floor areas must be covered with carpet or approved covering. In the event of non-compliance, Event Management reserves the right to have the display area covered with proper floor coverings at the Exhibitor's expense.
13. **SOUND LEVEL:** Mechanical or electrical devices which produce sound must be operated so as not to prove disturbing to other Exhibitors. Event Management reserves the right to determine the acceptable sound level in all such instances.
14. **PERFORMANCE OF MUSIC:** The Exhibitor acknowledges that any live or recorded performances of copyrighted music which occur in the Exhibitor's exhibit space must be licensed from the appropriate copyright owner or agent. The Exhibitor undertakes full responsibility for obtaining any necessary licenses and agrees to indemnify and hold harmless Event Management from any damages or expenses incurred by Event Management due to the Exhibitor's failure to obtain such licenses.
15. **LOTTERIES / CONTESTS:** The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreation pasttime is permitted only to the extent permitted by applicable law and on written approval from Event Management. Furthermore, any such activity shall remain within the constraints of the exhibit space only.
16. **PERSONNEL AND ATTIRE:** Event Management reserves the right to determine whether the character and/or attire of exhibit space personnel is acceptable and in keeping with the best interests of Exhibitors and the Exhibition. Further, Exhibitor expressly agrees that they and their personnel will not conduct official exhibitor functions in their private rooms during business hours of the Exhibition.
17. **EXHIBITOR CONDUCT:** Exhibitors wishing to conduct retail sales within their exhibit space are subject to rules set forth by Event Management and the facility. Exhibitors will be responsible for all applicable federal, state and local taxes. Subject to the foregoing, the distribution of samples, souvenirs, publications, etc., or other sales or sales promotion activities must be conducted by Exhibitor only from within their exhibit space. The distribution of any articles that interfere with the activities or obstructs access to neighboring exhibit spaces, or that impedes aisles, is prohibited. No article containing any product other than the product or materials made or processed or used by Exhibitor in their product or service may be distributed except by written permission of Event Management.
18. **OBSTRUCTION OF AISLES OR EXHIBIT SPACES:** Any demonstration of activity that results in obstruction of aisles or prevents ready access to nearby Exhibitors' exhibit spaces shall be suspended for any periods specified by Event Management.
19. **ADMISSION:** Admission is open to adults affiliated with the industry served by the Exhibition. No persons under 18 years of age will be admitted to the exhibit hall or conference sessions unless otherwise specified. Event Management shall have sole control over admission policies at all times.
20. **TERMINATION OF EXHIBITION:** In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of Event Management, unfit for occupancy, or in the event the holding of the Exhibition or the performance of Event Management under the contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Event Management, said contract and/or the Exhibition (or any part thereof) may be terminated by Event Management. Event Management shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of any cause or causes not reasonably within the control of Event Management. If Event Management terminates the live exhibition, said contract and/or the Exhibition (or any part thereof) as aforesaid, then Event Management shall retain Exhibitor's exhibitor rental and sponsorship/marketing fees, and automatically apply such rental to either of the following two options: 1) to the virtual event that is scheduled in lieu of this live exhibition; it being expressly understood and agreed that Exhibitor's rental may not be applied to any other event and shall be nonrefundable in the event that the exhibition proceeds virtually instead of in-person or 2) a credit towards other specifically designated (by Trade Press Media Group) to Trade Press family of brands products to be fulfilled in the year 2025 or 2026. For purposes hereof, the phrase "cause or causes not reasonably within the control of Event Management" shall include, but not by way of limitation; fire; casualty; flood; epidemic; earthquake; explosion or accident; blockage embargo; inclement weather; governmental restraints; or orders of civil defense or military authorities; act of public enemy; riot or civil disturbance; strike, lockout, boycott or other labor disturbance; inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain condemnation, requisition or commandeering of necessary supplies or equipment; local, State or Federal laws, ordinances, rules orders, decrees or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or Act of God.
21. **RESOLUTION OF DISPUTES:** In the event of a dispute or disagreement between: Exhibitor and Official Contractor, or between Exhibitor and a Labor Union or Labor Union Representative; or between two or more Exhibitors, all interpretations of the rules governing the Exhibition, actions, or decisions concerning this dispute of disagreement by Event Management intended to resolve the dispute or disagreement shall be binding on Exhibitor.
22. **RECEIPT OF GOODS AND EXHIBITS:** All arriving goods and exhibits will be received at receiving areas designated by Event Management. All incoming goods and exhibits must be plainly marked and all charges prepaid.
23. **CARE AND REMOVAL OF EXHIBITS:** The Event Management will maintain the cleanliness of all aisles, Exhibitor must, at their own expense, keep exhibits clean and in good order. All exhibits must remain fully intact until the Exhibition has officially ended. Disturbing or tearing down an exhibit prior to the official closing hour of the Exhibition can result in a penalty and a refusal by Event Management to accept or process exhibit space applications for subsequent exhibition. Exhibits must be removed from the building by the time specified in the Exhibitor's Manual. In the event any Exhibitor fails to remove their exhibit in the allotted time, the Event Management reserves the right, at the Exhibitor's expense, to ship the exhibit through a carrier of Event Management's choosing or to place the same in a storage warehouse subject to the Exhibitor's disposition or make such other disposition of this property as it may deem desirable without any liability to the Event Management.
24. **PHOTOGRAPHY:** Before, after, or during event hours, no photography or videotaping will be permitted anywhere except by Event Management or the official event photographer. Only those professional photographers approved by Event Management will be allowed on the event floor. Any individual, whether exhibitor or attendee, is prohibited from taking photographs or electronic images of exhibit displays or their contents without the permission of the exhibitor involved. Violators will be escorted off the exhibit floor and will forfeit their credentials and/or film. Violators will not be allowed re-entry. Event Management reserves the right to use photographs taken at the event for promotional purposes.
25. **INSURANCE:** Exhibitor is advised to see that their regular company insurance includes extraterritorial coverage, and that they have their own theft, public liability, and property damage insurance.
26. **LOSSES:** Event Management shall bear no responsibility for damage to Exhibitor's property, or lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor is nevertheless responsible for exhibit space cost. Exhibitor is advised to ensure against these risks.
27. **AMENDMENT TO RULES:** Any matters not specifically covered by the preceding rules shall be subject solely to the decision of Event Management. The Event Management shall have full point in the matter of interpretation amendment and enforcement of all said rules and regulations, and that any such amendments when made and brought to the notice of the said Exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions therein set forth.
28. **DEFAULT:** If the Exhibitor defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, including without limitation any Exhibition Rule or Regulation promulgated pursuant to the contract, the Event Management may, without notice, terminate this agreement and retain all moneys received on account as liquidated damages. The Event Management may thereupon direct the Exhibitor forthwith to remove its Employees, Agents or Servants, and all of its articles of merchandise and other personal property from the space contracted for and from the Exhibition Hall.
29. **AGREEMENT TO RULES:** Exhibitor, for themselves and their employees, and representatives, agrees to abide by the foregoing rules, rules and regulations set in the exhibitor service kit/manual, and by any amendments that may be put into effect by Event Management.
30. **CONTRACT ACCEPTANCE:** Deposit of your check does not constitute contract acceptance. This agreement shall not be binding until accepted by Event Management.
31. **FORUM SELECTION:** All disputes and matters arising under, in connection with or incident to this Agreement, shall be litigated, if at all, in and before a court in the State of [Illinois], to the exclusion of the courts of any other state or country.
32. **CHOICE OF LAW:** This Agreement shall be governed by and construed in accordance with the internal laws of the State of [Illinois] (regardless of such State's conflict of laws principles).
33. **PROMOTION:** Any promotion in the event city, at but not limited to, the convention center, hotels, airports, restaurants and bars must receive prior written approval from Event Management. Promotional replica items given in any way with actual fire protection or safety devices or actual fire protection or safety devices given to expo attendees shall be listed in accordance with the appropriate manufacturing standards and shall be in full working order.